

Seeing the Future on Third Avenue

"My Cup of Tea"

Specialty retail shops bring an inviting charm and a variety of customers seeking something "unique" on Third Avenue.



After two years as an employee at My Cup of Tea, Janet Goff took over the leased space and became owner of the small specialty shop on Third Avenue in 2006. Her hobby of collecting tea cups and her love of a "good cup of tea" lead her to the shop on Third and a new career after living and working in Hawaii for twenty years. Janet raised her family in Chula Vista not far from downtown and was familiar with the Third Avenue business district.

As a new owner, Janet inherited a "quirky space" which she redefined and enhanced allowing for more room for customers to browse as well as to sit and enjoy a cup of tea. With an attractive, inviting front window display, Janet enjoys a brisk walk-in business although

she also welcomes tea enthusiasts from throughout the region who visit regularly. She appreciates the inexpensive parking right on Third Avenue that is particularly convenient for her "out of town" customers. "I love Chula Vista, enjoy my customers, and I'm here to stay on Third," says Janet, whose attitude is reflected in the friendly

environment of her shop. The initial expense of re-designing the shop has challenged Janet to be creative in how she manages her business expenses. Janet has a limited marketing budget but maximizes her efforts by participating in special events coordinated through the Third Avenue Village Association and the City of Chula Vista which she has found to be very beneficial to business. During those periods she advertises her shop more heavily and creates her own attractions in the shop to complement the theme of the event.



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See the Future from Here.

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